



First Things First: Defining Local Public Health Practice for Safer, Healthier Communities

A National Live Satellite Broadcast and Webcast
September 24, 2004 • 2:00 PM – 3:00 PM ET

PLEASE ADJUST TIMES FOR YOUR TIMEZONE

What is in a name? or a definition? For public health practice, the answers could determine resource allocation, community expectations, workforce development, and even public health policy. In recent years, public health practice has received unprecedented support and visibility, but there are also unprecedented expectations. Can everyone expect the same safeguards of health regardless of the size or location of their community? Local and state health officials believe they can and this belief is driving the National Association of County and City Health Officials' effort to develop an operational definition of local public health agencies. It is anticipated the definition will provide the framework needed to secure funding and leverage resources needed for a consistent, robust governmental public health presence at the local level. The purpose is clear but the road map to achieving this has not been easy to follow. To bring clarity to this issue, join us as we discuss the case of Public Health Solutions, a district health department based in Crete, Nebraska, that is working to create a local public health agency from scratch and succeed in meeting the expectations of a safer, healthier community for its citizens.

Public Health Grand Rounds Goal

This program will seek to increase awareness of efforts to operationally define local public health agencies and the intended outcomes of this process.

Objectives

- Identify three basic community expectations of a local public health agency regardless of community size or location.
- Describe three benefits of establishing a nationally accepted operational definition of a local health agency.
- Identify two ways to participate in the process of establishing an operational definition of a local public health agency.
- Describe how defining local public health agencies enables the CDC to more effectively support the public health system.

Target Audience

Public health leaders, managers, and professionals from local and state health departments, boards of health, hospitals, community-based health organizations, academic institutions, federal agencies, and others who seek to increase understanding of local public health practice and the importance of determining a operational definition that will serve all communities regardless of size or location.

Faculty

William L. Roper, MD, MPH

Dean, School of Medicine, The University of North Carolina at Chapel Hill and CEO, UNC Health Care System

Steven F. Boedigheimer, MBA

Acting Deputy Director, Public Health Practice Program Office, Centers for Disease Control and Prevention

Carol M. Moehrle

Director, North Central District Health Department, Lewiston, ID

George F. Bond, Jr., MPH

Director, Buncombe County Health Department, Asheville, NC

Hugh H. Tilson, MD, DrPH

Clinical Professor, Epidemiology and Health Policy, School of Public Health, The University of North Carolina at Chapel Hill

Registration

To register, visit

<http://www.PublicHealthGrandRounds.unc.edu>.

Registration for this program will only be available online. If you do not have Internet access, please seek assistance from a public resource such as a library.

Course Materials

Program handouts will be available at <http://www.PublicHealthGrandRounds.unc.edu> on September 23, 2004. Additional handouts may be added later.

Continuing Education Credit

Continuing education credit will be offered for various professions based on one hour of instruction. **An online registration and evaluation must be completed to receive the appropriate continuing education credit.**

Post-Program Online Discussion Forum

Content experts from the Centers for Disease Control and Prevention will facilitate an online discussion beginning September 24 and October 1. You are invited to ask questions and share your best practices.

Satellite Technical Specifications

Satellite coordinates for this course will be available on the program web site no later than September 10, 2004. Sites registering via the Internet at <http://www.PublicHealthGrandRounds.unc.edu> will automatically receive the coordinates. For a fax copy of this factsheet, contact the CDC Fax Information System at 888-232-3299 (or 877-232-1010 for the hearing impaired). When prompted, enter the document number 130022 and a return fax number.

Public Health Grand Rounds Series

The program sponsors and partners invite you to participate in this satellite broadcast, one of a series of electronically convened, interactive grand rounds that focus on contemporary, strategic public health issues. Through in-depth analysis of real world issues by experts in the science and practice of public health, these programs will provide a forum through which health professionals and others can develop timely, reasoned, and productive responses to public health challenges of regional, national, and global significance.





First Things First:
Refining Local Public Health Practice
for Safer, Healthier Communities
September 24, 2004 • 2:00 PM – 3:00 PM ET

Test Signal 1:00-2:00 p.m. ET, September 23, 2004	
Pre-Broadcast Test 1:30-2:00 p.m. ET, September 24, 2004	
Broadcast 2:00-3:00 p.m. ET, September 24, 2004	
<i>Coordinates (same coordinates for signal test and broadcast)</i>	
C-Band Satellite: Galaxy-3C Longitude: 95 degrees West Channel: 03 Downlink Frequency: 3760 Polarization: Horizontal	Ku-Band Satellite: SBS-6 Longitude: 74 degrees West Channel: 07 Downlink Frequency: 11872 Polarization: Horizontal
This broadcast will be closed-captioned.	

Some reception sites, depending upon their specific configuration, may have challenges in completing set-up and obtaining a satisfactory signal/display of program content. It is **strongly suggested** that you take advantage of the Signal Test (see date and time information above) period to verify that you can properly receive the signal and take advantage of the technical assistance available at that time should you experience difficulties. The contact number for technical assistance for satellite downlinking **ONLY** is provided elsewhere on this page.

Numbers for Call-in

***Voice:** 800-793-8598
[International callers dial 404-639-0180]

Fax: 800-553-6323
[International callers dial 404-639-0181]

TTY: 800-815-8152
[International callers dial 404-639-0182]

Technical Assistance: 800-728-8232
[International callers dial 404-639-1289]

Audiobridge Information

In the event you are unable to receive the signal on program day, you may join by audiobridge.

CALL DATE: September 24, 2004
USA TOLL FREE NUMBER: 888-560-6184
USA TOLL NUMBER: 484-630-9369
PASSCODE: 92455
Leader: Jo Ann Bittle

For security reasons, the passcode and the leader's name will be required to join your call.

*Voice calls placed to a PHTN satellite broadcast from a CDC Atlanta location require dialing the entire 10-digit telephone number to ask questions on air (404-639-0180). Calls placed using the 4-digit telephone number (0180) will not be able to hear the program sound when they are placed on hold.